

Michelle Bastelier

Mountain View, California • michelle@primed4.com

Certified Salesforce Marketing Automation Analytics Project Management

Experienced Salesforce professional and project manager leading highly visible projects that have a positive impact on company profitability. Successful leading teams, managing budgets and driving projects to completion.

Knowledgeable with marketing automation, sales methodology, development and business process best practices. Salesforce certified.

PROFESSIONAL EXPERIENCE

Ascot Consultants, Mountain View, CA
Cyber Security Professional Services Firm

2012 to Present

Consultant, Director of Sales Operations

Responsible for helping drive leads, improving sales operations, analyzing performance and providing the executive team with compelling and actionable recommendations for business planning and spend management.

Key Achievements:

- Improved opportunity conversions by 45% with an in-depth analysis of business practice recommendations and applied automation.
- Used field validation, Workflow and Process Builder to automate manual activities, keeping data clean and accurate.
- Built simple Apex Triggers to further improve efficiencies.
- Migrated company to Lightning UI.
- Planned and conducted requirement elicitation meetings with the business to collect functional and non-functional requirements relating to Salesforce technology enhancement and initiatives.
- Prepared change management plans and functional requirement documents.
- Created data flow and built process flow diagrams to facilitate better system understanding.
- Created new custom objects, assigned fields, designed page layouts, custom tabs and components.
- Outlined the organization hierarchy and create profiles, roles accordingly in Salesforce; worked on visibility and security settings around them as required by the business.

Independent Marketing and Sales Operations Consultant, Los Altos, CA

2001 to 2012

Marketing and Sales Consultant

Projects:

- Drove delivery of campaign assets, including white papers, reports, and sales tools.
- Designed custom dashboards for various user groups based on their business needs.
- Created and deployed several reports for different user profiles based on the need in the organization.
- Designed various types of email templates for auto response to customers.
- Spearheaded project, creating new dashboards to accurately communicate marketing results for CEO.

MarketFirst, Mountain View, CA
Email Marketing SAAS Company

1999 to 2001

Director, Sales Operations

Reporting to the VP of Sales, took sales initiatives and turned them into a profitable channel program.

Key Achievements:

- Built channel sales organization from the ground up, developing compensation plans, pricing, territories, reporting, dashboards, and sales tools.
- Team delivered 150% of quota in the first seven months selling email marketing campaigns through large national marketing service providers.
- Hired and mentored team of four senior channel sales managers.

Clarify, San Jose, CA

1997 to 1999

Customer Relationship Management (CRM) vendor; purchased by Nortel Networks.

Senior Manager, Field Marketing Operations

Enhanced the overall effectiveness of the sales force in competitive selling situations.

Key Achievements:

- Drove the implementation of Jamcracker, a sales effectiveness tools, across the world-wide sales organization; creating far more accurate forecasting and reporting.
- Responsible for all sales content including competitive analysis, customer success stories, market analysis reports, references, sales presentations, white papers, and executive investment relations briefings.
- Recruited, hired and managed five senior, high-performing team members.

Oracle Corporation, Redwood Shores, CA

1994 to 1997

Global leader in database and application software.

Market Analyst, Market Intelligence Group

Market intelligence database management, content creation.

Key Achievements:

- Primary field support for competitive data, sales strategy and market intelligence.
- Primary and Secondary research projects.
- Created sales playbooks for sales teams.

Syntex Pharmaceuticals (acquired by Roche Holdings)

1991 to 1994

Medium-sized pharmaceutical company

Data Analyst

Data Analyst, Naprosyn

Key Achievements:

- Provided programming leadership for preparation of datasets to FDA.
- Developed software systems to generate displays of clinical study data as tables, listings, and graphs for electronic submission to regulatory agencies

EDUCATION

California Polytechnic State University, San Luis Obispo, CA

1991

Management Information Systems

Technical Training

Adobe Experience Manager 6 CMS Author Training – September 2014

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